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You've come
a long way, baby.

**VIRGINIA
SLIMS**



Slimmer than the fat
cigarettes men smoke.

**PHILIP
MORRIS**

According
to the
**THEORY
OF
PROFITS**,
suppliers
should
stock the
#1 selling
cigarette
made
especially
for women
because
according
to the
**THEORY
OF
SALES**,
your
special
customers
will be
looking for it.

And that's the
**THEORY
OF
VIRGINIA
SLIMS**.

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